

Designing with the Computer I
Robert Spahr

QuarkXpress 6 – Project 3

Tri-fold Cultural Brochure Design / Alphabet Font Design and Draw and Build Assignment

Part I

Please select **either** part "a" or part "b"

Part a) Brochure Design:

In this assignment you will select one art historical image from the approved list and design a cultural brochure. Please be sure to include the following:

- 1) In your design please include an uncropped, high resolution image with the title of art work
- 2) Artist who created work (if applicable) including birth/death dates
- 3) Location of artwork (cite a museum/gallery, etc.)
- 4) City and Country (culture) where museum is located
- 5) Map of the city (with proper credit)
- 6) A "Read more about this Work" section where you provide the reader with three book sources in proper MLA citation format.
- 7) Proper labeling of your image including a disclaimer that reads "for educational purposes only"
- 8) Use your self-portrait photo with sunglasses in a section entitled "about the author" and include some interesting facts

Design Specifications:

Part (a)

- 1) Create a two page, vertical letter layout canvas in QuarkXpress. This will function as front and back of your brochure.
- 2) Set minimal margins
- 3) The backside of the brochure should also function as a mailer
- 4) Research postal indicia markings
- 5) The return address should be the actual address of the museum or gallery
- 6) Print a proof in black and white. Your final version will be in color and is printed on one sheet of paper – front and back

Part b) Alphabet design:

Inspired by one of the art historical images from the approved list, create a stylized alphabet.

Design Specifications:

Part (b)

- 1) Hand-draw all the symbols – provide a final version on tracing paper, both upper and lower case letters.
- 2) Include number symbols
- 3) Standardize size of all symbols to read at a minimum point size of 12.
- 4) You will create your alphabet using Adobe Illustrator once it is designed and approved.
- 5)

Part II

a) As per in-class instructions draw the letter "A"

b) As per in-class instructions please draw and build a toothpick model of the following:

Cube

Pyramid (four-sided) Models due: Mid-term

